ALLISON **RAY**

UX Product Designer

I am a passionate UX Designer with 26 years of experience creating user-centered design experiences and collaborating with diverse teams to deliver elegant solutions. I'd love to collaborate on your next project!

WORK EXPERIENCE

Kohl's, Grafton, WI — *Customer Service Associate*
Aug 2025 - Present

- Greeting customers, assisting with questions, processing transactions at the point of sale and customer service desk, helping customers with returns, handling Kohl's credit card and rewards inquiries, resolving issues for online orders, and managing Amazon returns and other services.

Home, Grafton, WI — *Caretaker for 2 Family Members*
Jan 2023 - Aug 2025

- I temporarily left the workforce to care for an unwell family member and an aging family member.

CVS Healthcare, Remote — *Sr. UX Product Designer*
Dec 2022 - Jan 2023

- Developed wireframes and prototypes that advocated for user-centered design initiatives, enhancing product usability.
- Collaborated with cross-functional teams to provide innovative design solutions.

Randstad Tech. - Contract to USAA, Remote — *UX Designer Mid II*
Jun 2022 - Aug 2022

- Aided in the smooth transition to a new design system.
- Migrated deliverables from Sketch to Figma, enhancing workflow efficiency.
- Implemented refreshed designs for Consumer Lending and Real Estate pages for both web and mobile platforms.
- Developed prototypes for new features as needed.

Randstad Tech. - Contract to Syngenta, Remote — *Sr. UX Designer*
Feb 2022 - Apr 2022

- Created over 15 Tableau dashboards, decreasing decision times in key areas by 20%.
- Developed dashboard prototypes based on user feedback and presented designs to stakeholders.
- Helped the company decide whether to continue using Tableau for graphs or switch to an open-source alternative.

Randstad Tech. - Contract to Walmart, Remote — *Sr. UX Designer*
Oct 2021 - Feb 2022

- Collaborated with a team of designers to create and iterate on designs for an app called JoyRun that allowed for group orders at stores and restaurants within specified geo-locations.
- Worked closely with partners to align app features with customer and merchant needs.
- Conducted comprehensive research to identify best practices and analyze competitors to optimize app design with current designs and expectations.

CONTACT

(262) 336-7617
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My Portfolio
Grafton, WI or Remote

SKILLS

Technical

- UX Design & Development
- UX Research & Testing
- Interaction & Visual Design
- Full-Stack Designer
- Information Architecture
- Wireframing & Prototyping
- UX Writing
- Usability Testing
- Agile Methodologies
- AI & ChatGPT
- Branding & Graphic Design
- E-Commerce & Retail
- B2B, B2C, & Enterprise Software
- User Journey Maps
- User Flow Diagrams
- Human-Centered Design
- Service Map Design
- Data Entry & Content Migration

Soft

- Creative Problem-Solving
- Empathy
- Communication
- Color Theory
- Research
- Analysis
- Continuous Learning
- Critical Thinking
- Customer Service

U.S. Autoforce, Appleton, WI — *UX/UI Designer*
Nov 2020 - Feb 2021

- Ensured brand consistency through my expertise in UX/UI and developed user experiences that enhanced customer satisfaction.
- Met with stakeholders to refine designs, achieving measurable improvements in usability while aligning them with company standards.

Kohl's, Menomonee Falls, WI — Senior *UX Designer/Product Designer*
Jun 2017 - Sep 2020

- Advocated for user-centered designs that enhance usability and delight users to promote engagement and retention.
- Collaborated with researchers, developers, and product managers to improve user experiences in Credit and Rewards.
- Create personalized experiences that meet customers where they are in the buying journey and connect them to the right destination.
- Leveraged data and analytics to monitor performance and continuously optimized digital strategies to maximize efficacy and results.
- Ensured compliance with brand and accessibility standards while effectively addressing UX issues.
- Coordinated with multidisciplinary teams to streamline the design handover process, bridging creative vision and technical execution for improved deliverable handoff.
- Reviewed user interactions and feedback to refine layout structures while tackling design challenges that maintain high interface quality.
- Reimagined interface components with innovative visual concepts, iterating quickly to resolve user pain points and enhance interactive performance.
- Partnered with another designer to develop and iterate on 100+ screens for an employee-facing tool called K-Link, where product information is entered and maintained to be displayed on the retail site.
- Utilized UX principles to improve user efficiency and reduce decision fatigue.

Direct Supply, Milwaukee, WI — *UX Designer*
May 2016 - Jun 2017

- Developed user-focused designs for web and mobile platforms, improving user experience by utilizing personas and prototypes.
- Conducted user research and strategic planning to optimize workflows and site structure, significantly improving user performance.

Allen Edmonds, Port Washington, WI — *Contract Web Designer*
Jan 2016 - Apr 2016

- Created digital marketing materials, including responsive emails, custom landing pages, mobile content, homepage graphics, interactive emails, and banner ads.

McNabb & Risley Furniture, Thiensville, WI — *Marketing Manager*
Jul 2015 - Nov 2015

- Implemented responsive website design and streamlined UX workflows that improved usability and optimized landing pages.
- Designed and updated banner ads, print graphics, graphics for commercials, and web graphics.
- Developed strategic marketing strategies to attract new and retain existing customers.
- Created HTML emails that boosted open rates from 27% to 34%.

Allen Edmonds, Port Washington, WI — *Marketing Manager, Digital/UX*
Feb 2012 - Jul 2015

- Responsible for the entire lifecycle of tailored experiences from ideation to creation, delivery, measurement, and optimization.
- Directed UX/UI design for digital marketing, enhancing user engagement and conversion rates.
- Made email marketing the top revenue-generating medium for Allen Edmonds in 2013

Tools

- Figma / Canva / Sketch
- Adobe XD / Axure / InDesign
- Adobe Creative Suite
- InVision / UXPin / Justinmind
- Framer / ProtoPie / Balsamiq
- Miro / Mural / Figjam / Lucid
- WordPress / Webflow
- Drupal / Joomla / Custom CMS
- Microsoft Office / Google Apps
- Google Analytics / Hotjar
- Social Media / HubSpot
- Jira / Asana / Trello / Basecamp

Languages

- HTML, CSS
- PHP
- jQuery
- JavaScript
- React
- Material
- Angular

PROFESSIONAL DEVELOPMENT

Career Essentials in Generative AI by Microsoft and LinkedIn Certification
Aug 2023
Developed an understanding of generative AI models. Learned the ethical considerations of using generative AI. Explored the impact of generative AI tools.

by creating interactive and engaging responsive HTML emails that converted users into custom-built landing pages.
- Managed the homepage's HTML and graphic content to maintain consistent branding and e-commerce product placement.

Summerfest, Milwaukee, WI — *Digital Marketing Coordinator*
Nov 2011 - Feb 2012

- Designed and implemented the 2012 website, overseeing various digital platforms' content and social media.
- Utilized web design skills to enhance user engagement and improve site functionality.
- Contributed to a substantial increase in online audience interaction through an engaging photo crowdsourcing campaign.

Liturgical Publications, Inc. (LPi), New Berlin, WI — *Web Designer*
Oct 2008 - Nov 2011

- Built an advertiser and customer portal using Drupal CMS that delivered custom products based on specific needs that met company brand standards.
- Developed user-focused websites and emails, improving digital engagement and user satisfaction.
- Established design standards to ensure consistency and quality across all projects, leading to measurable improvements in the user interface.
- Created interactive wireframes and prototypes using Axure, facilitating effective team feedback and collaboration.
- Transformed print materials into web content and migrated to the CMS.
- Led the development team in aligning front-end code with business requirements and optimizing HTML, CSS, and accessibility.

Northwoods Software, Brown Deer, WI — *Web Designer/Web Developer*
Nov 2006 - Sep 2008

- Created wireframes and mockups for client feedback on interactive products, which improved user engagement.
- Provided design improvement recommendations to clients, enhancing project outcomes and overall satisfaction.
- Converted web designs into HTML/CSS for migration into Titan CMS, ensuring seamless integration and functionality.
- Developed technical documentation for client use, facilitating content management and site maintenance.

Trisept Solutions/Mark Travel, Glendale, WI — *Web Designer*
Feb 2006 - Nov 2006

- Customized website templates for various companies to use with the Serena Collage CMS.
- Created visuals for email campaigns and web graphics for landing pages that enhanced brand engagement.
- Regularly maintained and updated partner website content to ensure accurate and timely information.

The Onion, Madison, WI & Milwaukee, WI — *Webmaster/Web Designer*
Nov 1999 - Feb 2006

- Designed a streamlined, user-friendly homepage based on the print design, earning two Webby Awards for The Onion.
- Led the development of a custom content management system (CMS) that allowed for daily content updates, scheduled content, and consistency.
- Redesigned the site navigation and built a responsive layout, addressing browser issues through innovative coding, significantly boosting user engagement.
- Coordinated with IT and design teams to integrate modern design trends, ensuring quick problem resolution and improved user metrics.
- Proved successful working within tight deadlines and a fast-paced environment.

EDUCATION

University of Wisconsin, Madison, Madison, WI — *Some College*
Aug 1995 - Dec 1999

Studied toward a B.S. with a double major in Computer Science and Mathematics